



Beela Content Style Guide

Use this to help you write in Beela's brand voice. This is a living document that can change as Beela grows.

Voice and Tone

- **Brand Characteristics - The impression we want people to take away after any experience with Beela.**

friendly, approachable
empowered, strong
warm, nurturing
risk taking
inclusive

we make everyone feel welcome
we empower immigrants to get tech jobs
we provide a safe space to learn
we encourage people to try new things
we have a supportive community

- **And These for Business**

impactful
unique, qualified
professional

we create clear value for your business
our mentees come from valuable diverse
backgrounds
expect integrity, efficiency, follow-through

- **Conversational Style**

Write as if you're having a conversation with someone. Imagine that you're talking to a friend who is looking for career advice.

- **Idioms**

Do not use idioms, i.e. "piece of cake." Since English isn't the first language for the majority of Beela's audience, idioms may be confusing.

Aim for simple, clear language that can be translated while retaining the same meaning.

- **Emotion Words**

Choose from this list when pulling together copy for messages.

- Success or Confirmation
 - We got your info! All set! Great!
- 404 Errors
 - Uh-oh...this page doesn't exist.
 - Sorry, this page doesn't exist. Head back to our website.
 - You've stumbled on a page that doesn't exist. Go back :)

Capitalization & Punctuation

There are two common forms of capitalization: title case and sentence case.

Title Case

Capitalize Every Word In The Sentence

- In the user interface, use title case for:
 - Ex: Button Text
 - Names and titles (i.e. Pollination Mentoring Programme, Founder & CEO)

Sentence case

Capitalize only the first word in the sentence.

- Use sentence case for:
 - H1s, H2s, H3s, H4s
 - All body copy
- In the user interface, there are a few exceptions to this rule in order to enhance readability. Those exceptions are:
 - Frequently Asked Questions
 - Pollination For Mentees/Mentors
 - Mentor Matching

Punctuation

- Don't add periods to H1s, H2s, H3s.
 - Exception: The heading is written in a conversational style with more than one sentence.

- Exception: The heading is super exciting and needs an exclamation point! Use sparingly.
- Don't use ending punctuation for bulleted list items.
 - Exception: If at least one bullet includes more than one sentence, use periods for the whole list.
- Always use contractions because they are more casual and conversational.

Spelling, American vs. British

Follow spelling rules for British English. (See a list of [differences between British and American spellings](#).) You can also check your word choice in the Terms section that follows. We made this choice because Sweden uses British English.

Usage

Use a fairly informal second-person voice. It sounds just like this and addresses the user directly as “You.”

- For UI writing, guide users by telling them what to do and starting with a verb, as in “Do this thing” or “Get started now.”
- If you are speaking for Beela, use “We,” as in “We offer mentorship.”

When writing copy, keep sentences short. Aim for about 16 words max per sentence. Remember the 4 Cs:

- Clear
- Concise
- Complete
- Correct

List of Terms

A

a -

B

Beela - The name of the company should always be capitalized.

Bees - Capitalize this word when referring to members of the Beela community.

C

c -

D

d -

E

e -

F

f -

G

g -

H

Hive - Always capitalize Hive.

I

i -

J

j -

K

k -

L

I -

M

m -

N

numbers - Use numerals (i.e. 3, not three.) Always use commas in number formats for readability.

O

o -

P

programme - Use the British spelling for consistency throughout content.
Pollination Mentoring Programme - This should always be capitalized.

Q

q -

R

r -

S

s -

T

t -

U

u -

V

v -

W

web/website - Make sure "website" is one word. Don't capitalize "web."

X

x -

Y

y -

Z

z -